Philip Morris Management Corp.
WRA Communications
Media Calls
August-September, 1995

DATE	MEDIA	REQUEST	ACTION TAKEN
8/1	Kinston Free Press John Chartier	Waxman allegations	Faxed statements
8/1	Doug Wilder Show Glen Davidson	Waxman/Want PM spokesperson	Referred to PM USA Richmond to decline
8/1	European Business News (London) Akhtar Kahn	White House Decision/Waxman	Faxed statements
8/1	WWBT (NBC) Richmond/Scott Levin	Wants interview re PM statement on Waxman	D. Colby declined
8/1	CNBC Mark Neshis	PM statement re Waxman	Faxed
8/1	Richmond Times Dispatch/Peter Hardin	PM statement re Waxman	V. Han handled
8/1	New York Times Phil Hilts	PM response to Waxman	Statement faxed, S. Parrish gave interview
8/2	CNBC	PM statement/wants spokesperson	D. Colby declined
8/2	NBC News Lindsey Pyle	Castano briefing schedule	D. Colby handled
8/2	America's Talking Leon Atterberry	FDA/wants spokesperson	D. Colby declined, but faxed statement
8/2	Richmond Times Dispatch Radio Rick Britton	PM statement reWaxman	Faxed
8/2	Columbia Journalism Review /ABA Journal Steve Weinberg	Wanted Deep Cough transcript	D. Colby sent

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8/2	New York Times Phil Hilts	Operation Storefront	Referred to PM USA
8/2	NET/Tamara Stoneberger	Wants PM spokesperson for their Legal Notebook program re legal challenges facing industry including FDA	D. Colby declined, but faxed recent statements
8/2	Richmond Times Dispatch/Chip Jones	Chesterfield school study	V. Han handled
8/3	Wall Street Journal Yumiko Ono	Waxman/FDA	D. Colby, faxed statements, gave message points
8/3	CNN Kevin Bohn	Waxman/FDA/White House	D. Colby handled
8/3	CNBC Business Insiders Show	PM spokesperson re regulation of cigarette sales to minors	D. Colby declined, suggested several congressmen
8/3	Richmond Times Dispatch	WSJ piece on White House	D. Colby handled
8/3	New York Post Rita Delfiner	WSJ piece on White House	D. Colby handled
8/3	Market Place Radio	Industry comments re cig sales to minors	D. Colby declined
8/3	Wall Street Journal Tim Noah	Are tobacco co's negotiating with White House	E. Woodward handled
8/3	American Medical News	Status of federal invesitgations and lawsuit, FDA, Waxman	D. Colby faxed all statements
8/4	Dallas Morning News	White decision and AAA materials	D. Colby faxed statement/PM USA faxed AAA release
8/4	Kingston Free Press/John Chartier	WSJ Article	D. Colby faxed statement/PM USA faxed AAA release
8/4	KTLA Joan Cheng	Update on ABC suit	D. Colby handled
8/4	Wall Street Journal Tim Noah	Tobacco Co's negotiate with White House	E. Woodward, M. Firestone handled
8/4	Bloomberg Joe Menn	WSJ article	Faxed statement

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8/7	Reuters TV News Chris Turque	Rumor about PM press conference	D. Colby handled
8/8	NBC News Erica Josephson	Briefing schedule for Castano	D. Colby handled
8/9	Telemundo Network News Magaly Rivas	Wants on-camera interview regarding President Clinton's speech	D. Colby declined and suggested TI
8/9	Nightline Dana Wolfe	Wanted S. Parrish for show	Show was cancelled
8/9	Kingston Free Press/John Chartier	Wanted per lb. price of tobacco from various foreign markets	D. Colby referred to TMA
8/9	Wall Street Journal Tim Noah	Confirmation on rumor we will sue FDA	E. Woodward declined comment
8/9	Investment Quality Trends	New cigarette labeling	Referred to PM USA
8/10	Winston-Salem Journal/Frank Elliot	FDA lawsuit and Sports Marketing	E. Merlo handled
8/10	USA Today Dottie Enrico	FDA lawsuit and sponsorships	E. Merlo handled
8/10	Washington Times Karen Riley	FDA lawsuit and Marlboro Cup	E. Merlo handled
8/10	Wall Street Journal Kevin Goldman	FDA	E. Merlo did interview
8/10	Chicago Tribune Mike Dorning	FDA	K. Daragan handled
8/10	KFMB Radio (CBS) San Diego Catrina Webber	FDA-on air interview	Handled
8/10	AP /Steve Sakson	How much does industry spend advertising/promotions annually	Provided 1993 figure of $6 billion
8/10	KCBS Radio San Francisco /Lee Hammer	FDA lawsuit-on-air interview	E. Merlo handled
8/10	Contra Costa Times Julie Appleby	President's proposal/billboards	Faxed press kit, E. Merlo handled

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8/10	CNN Chicago Brett Gering	Marlboro merchandising/Clinton announcement	E. Merlo handled
8/10	Daily News Pat Winters	FDA/Marlboro Country Store	E. Merlo handled
8/10	Miami Herald MaryJoe Buezilleri	FDA/Virginia Slims Legends Tour	E. Merlo handled
8/10	Ad Age Ira Tenowitz	FDA/advertising	E. Merlo handled
8/10	Dallas Morning News Richard Alm	FDA/advertising & promotion	E. Merlo handled
8/10	KYODO Newswire Paul Flatin	FDA	Faxed statements
8/10	Daily News Bob Laird	FDA	R. Temple handled
8/10	Time Magazine Jeff McCallister Washington DC	FDA/Press release materials	Returned call twice-N.A.
8/10	WYNY Radio Kathleen Maloney	FDA/Telephone interview	Returned call--N.A.
8/10	Richmond Times Dispatch David Erss	FDA/AAA	Faxed materials
8/10	Charlotte Observer Stella Eiseley	FDA lawsuit	Faxed statements
8/10	Knight Ridder News (Charlotte Observer) John Monk	FDA	Faxed statements
8/10	Public Radio Philip Borath	FDA	P. Grossi handled
8/10	LA Times (Wash. DC) Elizabeth Shogren	FDA	Returned call--N.A.
8/10	USA Today Anita Manning	FDA lawsuit/youth smoking	Faxed statements

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8/10	Washington Times Frank Murray	FDA/Questions on S. Parrish remarks	Handled
8/10	Kinston Free Press John Chartier	FDA/AAA	Returned call--N.A.
8/10	Rivervest Investment Susan Ablatake	Guest on radio show 8/12	Declined
8/10	KMOV-TV St. Louis Steve Houston	Clinton proposal/van programs near schools	Referred to PM USA
8/10	LA Times Becky Mobray	Clinton proposal/PM sponsorships	Returned call--N.A.
8/10	Radio America Dave Tecuwen	On-air interview Clinton/youth	Handled
8/10	San Diego Tribune Sarah Schaffer	FDA lawsuit	Handled
8/10	CBS Radio Lauren Bright	On-air interview	P. Grossi did interview
8/10	Albuquerque Journal/Mike Hall	FDA/Marlboro	K. Daragan handled
8/10	Glen Collins New York Times	FDA lawsuit	K. Daragan handled
8/10	CBS Radio Shari Maxin	FDA lawsuit/Taped phone interview	M. Firestone did interview
8/10	America's Talking Keith Norman	FDA/On-air spokesperson	Left message
8/10	Today Show Sarah Pines	FDA/On-air interview 8/11	S. Parrish did interview
8/10	Dow Jones Meera Somsundarum	FDA lawsuit	Attended press conference
8/10	AP Christine Helliherl	FDA VNR coordinates	K. Daragan handled
8/10	PBS-TV Mark Landsmann	FDA/satellite coordinates	Handled
8/10	CNN Daina Garrett	FDA press conference	Handled

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8/10	WJBO Lousiana Greg Larose	On-air spokesperson FDA/Castano	Declined
8/10	KPIX Radio San Francisco Kimberly Griffin	On-air spokesperson	Show cancelled
8/10	LA Times (Wash DC) Marlene Simmons	FDA lawsuit release	Faxed
8/10	WCCO Radio Minneapolis Susan Blanche	On-air interview	Declined
8/10	The Jim Bohannon Show/Westwood One Radio/Andrea DeVito	Spokesperson for call-in talk show	Declined
8/10	BBC Radio Matthew Tucker	Interview re Clinton's press conference	B. Cho declined
8/10	WXYT-CNN Radio Terry Wilson	FDA/Spokesperson for live talk show with call-ins	Declined
8/10	Crowley Broadcasting (Tampa) Dino Decesare	FDA/Spokesperson for call-in radio show	Declined
8/10	CNBC Rachel Shelton	Spokesperson for "Business Insiders"	Declined
8/10	CNN/Larry King Live Linda Wolf	FDA/Spokesperson	Show cancelled
8/10	CBS "This Morning" Heather Murphy	Names of farmers to be interviewed/PM or industry spokesperson	D. Dennis gave names of farmers, referred to TI for spokesperson
8/10	America's Talking Keith Norman	FDA	Referred to RJR
8/10	Packaging World Magazine Pat Reynolds	Sale of cigarettes to minors	Faxed label release and AAA program summary
8/10	Good Day New York Raymond Ortiz	Clinton/FDA/Wants spokesperson to debate Cherner live	Declined/no one avail

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8/10	Talk Radio News Service Mike Johnson	FDA/Taped interview	Referred to Cong. Gorton of Tenn.
8/10	ABC News Nightline Dana Wolfe	Clinton/Requested S. Parrish	Show cancelled
8/10	CBS Morning News Canada Sandra Porteous	FDA/PM spokesperson	B. Cho declined
8/10	News World Int. Abby Thom	Clinton's speech/PM spokesperson for show airing in US, Mexico and So. America	B. Cho declined
8/10	CNN Talkback Diane Durham	FDA/Spokesperson on live talk show with interactive audience	D. Dennis declined
8/10	CBS News Network Radio Tom Ryan	Telephone interview re Clinton remarks	Handled
8/10	CBS News "Up to the Minute"	Spokesperson for one-on-one interview	Declined
8/10	America's Talking Network "In Depth" Cathy Charles	Live interview on call-in show re Clinton statements	Declined
8/10	CNBC Debbie Stevenson	Interview re Clinton/FDA	Declined
8/10	NBC News Tammy Fine	Press statements for lawsuit	Faxed
8/10	News Talk TV Patti Maloni	Spokesperson live or on phone	D. Dennis declined
8/10	Mealey Publications Jennifer Hahn	Copy of press kit incl. suit	Sent
8/10	CNN Business News "Moneyline" Phillippa Cooper	G. Bible for on-air interview	D. Dennis declined
8/10	Reuters New Media (Denver) Dave Banks	Comment on Clinton's decision	Declined

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8/10	Raleigh News & Observer James Rosen	Question re Coyne Beahm	D. Dennis handled
8/10	CBS News Tom Kranz	On-camera spokesperson	Got satellite feed
8/10	WAVE-TV (NBC) Louisville Dave Nakdimen	PM spokesperson	Declined satellite interview. Gave b-roll
8/10	Reuters News Jeff Benko	Details of lawsuit	Faxed materials
8/10	National Public Radio (DC) Ellen Silva	Requested S. Parrish interview	Declined
8/10	Channel 11 (CBS) Houston Margaret Menger	PM spokesperson on Sat. morning news show	Declined
8/10	Potomac TV Bridget Langmade	On-camera interview re proposed FDA regulations	Referred to TI
8/10	NBC Today Show Katie Couric	On-camera spokesperson	S. Parrish did interview
8/14	Washington Times Frank Murray	FDA Lawsuit	Mailed copy of suit
8/14	DM News	FDA regulations effect on direct marketing	Referred to PM USA
8/14	Drug & Crime Prevention News	FDA lawsuit/AAA	D. Colby faxed FDA materials/PM USA faxed AAA
8/15	CNN/Philippa Cooper	Wants S. Parrish to appear on "Moneyline" re Clinton's remarks and FDA	S. Parrish did interview
8/15	KCNR Super Talk Radio/Salt Lake City/Todd Herman	PM spokesperson re President/FDA proposals	D. Colby declined
8/15	BBC World SVC Int'l Money Program Sharu Shahane	Wanted radio interview with spokesperson re FDA regulation, lawsuit	D. Colby set up, but BBC cancelled
8/15	Wall Street Journal Milo Geyelin	FDA lawsuit	M. York handled

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8/16	Wall Street Journal Nick Deogun	FDA lawsuit	E. Woodward handled
8/16	Chemical Engineering News Lois Ember	FDA lawsuit	Faxed statements
8/16	Int'lCommercial Litigation Magazine Neil Rose	FDA/timetable for hearings and law firm representing suit	D. Colby handled
8/16	American Lawyer Hillary Kessler	PM litigation and FDA	Press kit sent
8/16	Wall Street Journal Suein Hwang	Impact of FDA regulations on business	Referred to PM USA
8/16	Tobacco Reporter Lars Hundley	Lawsuits against industry	M. York handled
8/16	Legal Times Ben Wittes	FDA lawsuit	P. Grossi handled
8/17	Chinese Network Frances Fay	On-camera interview with PM or PMI spokesperson to discuss FDA regs on international sales	D. Colby declined
8/18	Reuters News Jeff Benko	Rumors re ABC settlement	D. Colby handled
8/18	Agence France Press/Bara Vaida	ABC settlement rumor	D. Colby handled
8/21	Knight-Ridder Financial News David Townsend	ABC settlement rumor	D. Colby handled
8/21	Reuters Gail Appleson	ABC settlement rumor	D. Colby handled
8/21	Chicago Tribune George Gunset	ABC settlement rumor	D. Colby handled
8/21	CNBC Stephanie Krikorian	ABC settlement--on camera interview	D. Colby declined
8/22	KHBS (ABC--Arkansas) Cindy Lovelace	ABC statement	Faxed
8/22	CBS News	ABC settlement--on camera interview	D. Colby declined

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8/22	WNYC Radio Frank Begley	ABC settlement--on air interview	D. Colby declined
8/22	Washington Times Ken Smith	ABC settlement statements	Faxed
8/22	Wall Street Journal Alix Freedman	ABC	J. Lenzi /C. Wall handled
8/22	Washington Post John Schwartz	ABC	J. Lenzi/C. Wall handled
8/22	Entertainment Tonight	ABC	Faxed statements
8/22	New York Daily News/Michael Aronson	ABC	Faxed statements
8/22	Newsday Rita Ciolli	ABC	J. Lenzi/C. Wall handled
8/22	WWBT-12(NBC) Woody Coates	ABC apology, want on-air interview	D. Colby declined
8/22	Financial Times Richard Tompkins	ABC settlement release	Faxed
8/22	NBC Nightly News (Wash DC) Bob Faw	ABC settlement--on air interview	D. Colby declined
8/22	Christian Science Monitor Ron Scherer/ Alexandra Marks	ABC settlement	J. Lenzi/C. Wall handled
8/22	Bloomberg Joe Menn	ABC settlement implication for FDA, Congress, Clinton, Castano	C. Wall provided comment
8/23	Broadcasting Magazine Chris Stern	ABC Lawsuit	Sent materials--reporter never followed up
8/23	Legal Times Ben Wittes	ABC	C. Wall handled
8/23	The Radiant (Wash state) Stravo Lukos	ABC apology	Faxed statements
8/23	Blanquita Cullum Show/Nicole Weber	ABC apology--on camera interview	D. Colby declined

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